K-Love serves me, a resident of the local community, by playing family friendly music. I know when I listen to the radio station I will hear the kind of music that appeals to me on many levels. If K-Love were to be displaced by an LPFM station there would be a huge void left. It is the main station that I listen to and I would like to be able to introduce more people to the station and the music that is played on it. K-Love serves the public interest because there is uplifting and fun music played.